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ABSTRACT

A study quantitatively reviewed empirical studies of negative political advertising using a method that combined citation analysis and content analysis. The citation analysis examined each individual cited work in 20 selected studies with respect to its citation information, and the content analysis investigated the 20 selected studies (citing sources) in terms of their hypotheses, research questions, and methodologies. The aggregated information from the individual cited works and the citing works show that scholars from communication and other disciplines have a strong influence on the development of empirical studies of negative political ads, but communication scholars remain as the driving force. Facing continuously increased literatures in the area, communication scholars need to develop a theory or theories to guide the research. The direction of the research has been moving toward focusing on the broader and more general effects of negative political ads. (Contains 28 references, a list of the 20 studies examined, and 8 tables of data. Appendixes present coding sheets for citing source and cited source.) (Author/RS)

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Running Head: QUANTITATIVE REVIEW OF EMPIRICAL STUDIES

A Quantitative Review of the Empirical Studies on the Negative Political Advertising

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Abstract

This study quantitatively reviews the empirical studies of negative political advertising. A method of the combination of citation analysis and content analysis is used. The citation analysis examines each individual cited work in 20 selected studies with respect to its citation information; and the content analysis investigates these 20 selected studies (citing sources) in terms of their hypotheses, research questions, and methodologies. The aggregated information from the individual cited works and the citing works show that scholars from communication and other disciplines have strong influence on the development of the empirical studies on negative political ads, but communication scholars remain as the driving force. Facing continuously increased literatures in the area, communication scholars need to develop a theory or theories to guide the research. The direction of the research has been moving toward focusing on the boarder and more general effects of the negative political ads.

INTRODUCTION

The research on political advertising is a fast growing area in the field of political communication. The focus of the research is on two aspects: the effects of political ads in general and the effects of negative political ads in particular. Negative advertising "... attacks the other candidate personally, the issues for which the other candidate stands, or the party of the other candidate" (Garramone, 1984, p. 250). Recently, negative political advertising has become a "hot spot" in the studies conducted by both scholars and practitioners partially because the use of negative ads has been widely accepted for political campaigns.

Among eight presidential campaigns during the period of 1960 through 1988, the percentage of the negative ads in each campaign had been increasing since the 1970's (Kaid & Johnston, 1991). This trend remained unchanged in both the 1988 and the 1992 presidential campaigns. For example, in 1992, a total of 63% of Clinton's advertising on TV and 56% of Bush's were negative in nature (Devlin, 1993). These percentages were much higher than what was in the 1988 presidential campaign in which 37% of the campaign ads on TV was negative.

The research on negative political advertising has been

characterized by various methodologies based on pluralistic theoretic perspectives. For example, the studies have been conducted by experimental approach (e.g., Garramone, 1985), by content analysis (e.g., Trent & Sabourin, 1993), by survey research (e.g., Merrit, 1984), by case study (e.g., Pfau, Parrott, & Lindquist, 1992), and by rhetorical analysis (e.g., Gronbeck, 1992). Among them, empirical studies take a relative large portion.

Academic research on negative political ads has become more visible since the 1980's. The research has evolved several different stages. Studying the intellectual development of a research field can help researchers trace its origins, evaluate its current status, and determine its future directions.

Traditionally, in political communication scholars tend to provide a review of a research field in a qualitative approach (e.g., Nimmo & Sanders, 1981; Kaid & Sanders, 1985; Johnston, 1990). However, it is obvious that some measurable characteristics of the field can be better approached by a quantitative review. This study uses citation analysis and content analysis to offer a quantitative review of the empirical studies on the negative political advertising.

Literature Review

Citations as the indicator

Although the reason for a citation varies from author to author, and source to source, citations in articles or books reflect an intellectual relationship between the citing sources and the cited sources. At a micro-level, for individual authors, citations and references play an indispensable role in their intellectual process. By citing others' works, authors communicate about and define the elements in their evolving knowledge base (Small & Greenlee, 1989), and indicate both their understanding of the classics in the area and their contributions of knowledge into an integrated intellectual property. Meanwhile, they can also absorb others' thoughts into their own works. Citations "bind present to past research endeavors indicating relevance, importance and influence of cited documents." (Sarabia, 1993, p.12). Thus, citing others' works is an important part of the practice of academic communities and "it is a way of paying intellectual debts, of giving credit to others and of obeying the etiquette of scholarly publication" (Karki, 1996, p. 324).

At a macro-level, for various disciplines, the citation pattern among and within disciplines is an indicator of a

discipline's history, maturity, stability, and even future direction. The sociological significance of citation lies in its function of scientific continuity (Roche & Smith, 1978). Aggregating citations of earlier works provides a means for examining consensus in an academic field (Cozzens, 1988).

Questions answered by citation analysis

Citation analysis can serve as a useful tool to study the intellectual accomplishment of a research field. In natural science, for example, Magyar (1970) focused on the published output of the studies on dye laser--a small sub-field of physics. Analyzing the change of the number of citations on the key articles over time, he quantitatively described the growth and the state of the research on dye laser. In a similar approach, Brooks (1989) found that the size of the superconductivity research literature had grown three times and become more intense over time.

There have been many citation studies in social science. In sociology, for instance, two pairs of researchers (Sengupta & Kumari, 1991; Small & Greenlee, 1989) explored the AIDS research literature. Their findings indicated that the change in the bibliometric structure/citation patterns (i.e., citation age, citation types, and the citation number on a topic) of the AILS

research was related to the change in researchers' knowledge of AIDS. Reid's (1983) study was an example of citation studies in political science. She applied citation analysis and content analysis to study the terrorism literature. The findings of her study showed that terrorism studies had developed into a scholarly field, and this field had its own core researchers and publications. In the field of psychology, some studies were: for example, Cox, Wessel, Norton, and Swinson's (1994) study on anxiety disorders; Bagby, Parker and Bury's (1990) study on attribution theory and the theory of cognitive dissonance. The citation pattern showed that the anxiety disorder research was not widely disseminated across disciplines due to fewer citations found in the publications of other disciplines. Bayby et al. discovered that the change of the citation rate for those two theories reflected the previous and the current features of the status of the two theories.

Citation analysis in communication studies

Accordingly, many citation studies have also been conducted in the field of communication. Parker, Paisley, and Garrett (1967) investigated the citation patterns of six communication journals and the journals from other disciplines. The data from both their citation analysis and their survey questionnaires

indicated that communication journals cited each other and other social science journals frequently, but other major social science journals did not cite communication journals. The inter-disciplinary exchange seemed to be unidirectional.

Wispe and Osborn's (1982) study focused on four communication journals. The findings of their citation analysis echoed those of Parker et al: many citations found in communication journals were from other disciplines, but the citations in other non-communication journals were rarely from communication. Communication research had been influenced by other disciplines among which psychology had the strongest impact. Reeves and Borgman (1983), Rice, Borgman and Reeves (1988), and So (1988) also found that communication literature was heavily dependent on the literature from other disciplines. In addition, their findings showed that there was no dominant journal in communication research, and the lack of such a dominant journal or journals implied that communication as a discipline was still at an emerging stage.

In summary, the previous studies have demonstrated that citation pattern studies examine the roots of cited articles and describe the intra- and inter- disciplinary influence on a particular research topic. The analysis of the core authors and

core literatures, and the age of the cited articles reflects the growth and the state of a research area.

As a research field in political communication studies, the empirical studies on negative political advertising began to catch scholars' attention in the 1980's. One apparent reason was that compared with those in the 1960's and 70's, negative political ads in the presidential campaigns had been increased significantly since the 1980's (Kaid & Johnston, 1991). Thus, a question emerges: Do the empirical studies on negative political advertising have similar characteristics with other communication studies in terms of the inter- and intra-disciplinary influence? In other words, what is the pattern of the scholarly exchanges which take place between these empirical studies and other studies in political science, psychology, sociology, and so on? And what is the impact of the core authors on this topic? This study makes an attempt to answer these questions.

Research Method

It needs to note that with respect to the research approach, there are, at least, three limits in the early studies. First, they approached the interdisciplinary relationship only at a macro-level and focused on only the citation patterns among different journals. In fact, as the intellectual roots of a

discipline, special research areas and individual research articles, in some degree, determine or affect both the status of this discipline and the relationship between this discipline and other disciplines. In order to obtain a whole picture of a discipline, a special research area and individual articles should be in the consideration.

Second, in the early studies, authors had not addressed the inherent problems with the method of citation analysis (MacRoberts & MacRcberts, 1989; Summers, 1984; Lievrouw, 1988). The problems may be caused by biased citing, self-citing, different types of citations for various purposes, and the technical limitations of citation indices and bibliographies. For example, researchers always collect their data from Social Sciences Citation Index. However, this index provides only the index of citations under the first author's name of the original work. The second and third authors' names are not listed there. In addition, this index by no means has a comprehensive selection of the sources (e.g., the journal--Political Communication is not included). Obviously, these problems will influence the accuracy of their findings.

Third, many studies have been conducted by researchers outside the field of study. These researchers were not trained

to understand the content of the research literature from a particular field. This inherent weakness may prevent these researchers from providing a valid interpretation of the findings of their studies.

In an effort to overcome the limits mentioned earlier, this study uses a combination of content analysis and citation analysis. Particularly, the citation analysis focuses on individual articles in a special research field (empirical studies on negative political advertising) and identifies the self-citations from others. The data are collected directly from the individual articles without using Social Sciences Citation Index.

The study is divided into two parts. The first part (Appendix I) concerns the citing sources, in which content analysis is used. There are several content categories about the emphases which the research questions or hypotheses make. These categories are developed from the features of the negative ads. The "comparison" means "positive ads vs. negative ads". The "issue ads" concern candidates' opinions on issues, their campaign promises and policies. The "image ads" consider candidates' personal characters. The structure of ads has a twofold meaning. First, it is the structure in the ads. This

structure includes such elements as the use of camera techniques, sound effects and music, digital techniques and special effects. Second, it is the structure related to the programming in which the ads are placed into a context that includes different types of TV programs (e.g., news, talk shows, sports). The "ads' sponsors" regard the source of ads, either a candidate himself or an independent source. The "viewer of ads" deals with viewers' attitude, emotion, memory and voting behavior. A particular hypothesis may focus on more than one aspect of the negative ads. For instance, a hypothesis may concern the comparison between positive and negative, issue and image ads at the same time.

The second part where citation analysis is applied (Appendix II) deals with the cited sources, in which each cited source is coded in terms of its citation information such as the author's name, the title, and the published date and so on. The aggregated information of all the cited sources can provide a picture of the citation pattern (the number of citations from within and out the discipline, citation age, etc.).

With this combined research method, this study controls the potential problems previously mentioned. This combination of research methods "can lead to a 'collective review' of a field" (Small & Greenlee, 1989, p. 642). Thus, this study offers a

sight of the empirical studies on negative political advertising.

The primary sources for this study are 20 articles published in major communication journals, obtained from the Firstsearch online database and the readings from the author's previous classes. Although they cannot be a complete selection, these 20 articles are certainly good representatives of the empirical studies on negative political advertising. Two trained graduate students code the selected 20 articles. Holsti's (1969) formula has been used to test intercoder reliability. In the first part (content analysis on citing sources), for the categories regarding the negative ads, the intercoder reliability yielded .70.

Data analysis

Citing sources

Of these 20 selected studies, three were published in 1985, 1987, and 1990, one from each year; eight were published in 1984, 1992, 1993, and 1994, two from each year; nine were published in 1988, 1989, and 1991, three from each year. Three different research methodologies had been used in these 20 studies: fifteen studies approached by the experimental approach, three by survey research, and two by content analysis. Nine studies used university students as their research subjects; the general

public had been used as the research respondents in another seven studies. There were two studies using a mixture of students and the general public as their subjects. The two content analyses used the spots of the negative ad as their research subjects.

Among these 20 studies, there was a total of 49 hypotheses stated and 19 research questions raised. Thirty of these 49 hypotheses were supported by the research findings, and 14 were not supported. The rest of them were partly supported. As mentioned previously, in each research hypothesis or research question, there may be more than one emphasis made. Therefore, the total number of the emphases made in the hypotheses and research questions are not equal to the total numbers of the hypotheses and the questions. Among the hypotheses and the research questions, direct comparisons of positive ads and negative ads had been made six times; the aspects of the negative issue and image ads were included for 13 and 19 times, respectively. The sponsors and the structures of the negative ads had been the foci for seven and eight times, respectively. Not surprisingly, the ultimate target of the negative ads--viewers had caught researchers' great attention, 38 times mentioned in the statement of research hypotheses and questions.

Cited sources

Among these 20 articles, a total of 596 citations had been made. Of these 596 citations, 308 citations were from the field of communication, 110 from political science, 94 from psychology, 55 from business, and 29 from other disciplines (see Table 1 at the end of this article). Of the same amount of the citations, 334 citations were made from journal articles, 209 from books or book chapters, 27 from the conference papers, and 26 from other types of publications (see Table 2).

Core authors and core literatures. The self citations (authors' citing his own work) took a very small proportion (48 out of 596) of the total citations, which is about 8%. Therefore, it is reasonable to use the frequencies of the number of times authors were cited as the indicator to determine the core authors in the studies of negative political advertising. Unlike the previous citation studies in which only the first author of the cited work was included, this study includes not only the first author but also the second and the third author of the cited work. The cited frequencies thus are based on the total numbers of times a particular author appeared as either the first or the second or the third author of the cited work.

The cited frequencies of these core authors in the research

on negative political advertising are in Table 3. Garramone had been cited for 42 times, leading all of the cited authors. Kaid who had been cited for 25 times is at second place. Following these two authors, Michael Burgoon is at the third place with 18 times.

Accordingly, in Table 4, the cited frequencies of the works determine the core literatures in this field. New Perspectives on Political Advertising, edited by Kaid, Nimmo, and Sanders, had been cited 17 times as the leading literature in this research area. Television and political advertising: Psychological processes (Biocca edited) is at the second place with 16 times cited. Two journal articles, Garramone's (1985) and Merritt's (1984), are at the third place, each with 13 times cited. From Table 3 and Table 4, it is clear that the works from the core authors are also the core literatures which influence the research on negative political advertising (see, for example, Garramone's and Kaid's works).

Major journals. In terms of the impact of the journals on the studies of negative political ads, Journalism Quarterly (now Journalism and Mass Communication Quarterly) is leading other journals; there had been 33 times that the articles from this journal being cited (see Table 5). The articles from Journal of

Broadcasting & Electronic Media (included previous Journal of Broadcasting) had been cited 28 times. Journal of Advertising has 24 times. However, unlike the core authors and core literatures which consist of the scholars and the works mainly from the field of communication, the major journals for the studies of negative political advertising have a diversity of disciplinary orientations. For instance, Journal of Advertising and Journal of Consumer Research are business oriented. Journal of Personality and Social Psychology and Psychology Review are from the discipline of psychology, and American Journal of Political Science and American Political Science Review are from political science.

Change of the citation pattern. In Table 6, a distribution of the cited works by their published year is given. Clearly, there are four groups in terms of the number of times cited from the works published in a particular year. From 1935 to 1960, the numbers are below five; from 1961 to 1971, the numbers are close or above five, but not more than ten. During 1972 to 1983, such numbers are relatively larger than the previous periods; the numbers are close or above 20 (except the year of 1979). During 1984 to 1991, the numbers seem to reach another level at which many of them are close or even higher than 30.

In order to get a detailed picture of this pattern in terms of the distribution of the citations from different disciplines, a further statistical analysis is given to the last two groups (see Table 7). A Chi-square test shows the existence of the significant difference between the two periods: 1972 to 1983, and 1984 to 1991. Intuitively, the change was due to: (a)the significant increase of citations from the field of communication and business (from 117 times to 162 times, and from 13 times to 36 times, respectively), and (b) the decrease of citations from both political science and psychology (from 63 times to 35 times, and from 38 times to 23 times, respectively).

Citing age. Citing age is defined as the difference between the cited year and the published year for the cited work. In general, the citing age is shorter for a work from the field of communication than from other disciplines (Table 8). It shows that most of the citations from communication were made from the works published only two years ago (the number of the mode in Table 8), but for the citations from the works in political science, psychology, and business, most likely these works were published five, seven, and four years ago, respectively.

Discussion

The hypotheses and research questions in the studies of

negative political advertising concern many aspects of the effects of the negative ads: comparisons of the positive ads and the negative ads, issue and image ads, sponsors and structures of the negative ads, and the viewers' emotional and memorial process in watching the negative ads and the viewers' voting behavior. The results from the content analysis of these studies show that there have been an overwhelmed number of hypotheses and research questions emphasizing viewers' attitude, emotion, memory and even the voting behavior. This reflects clearly that in terms of the research emphasis the studies of negative political advertising have been developed from focusing on the only "narrow strategic effects" of negative political advertising toward a new phase (Garramone, et al. 1990). In this new phase, the boarder and more general effects of the negative ads have been studied. With this regard, it is predicable that cognitive and emotional learning theories, consumer behavior theories and voting theories will play an important role in guiding the future research in this area. Noticeably, all these theories were originally developed in other disciplines. Thus the interdisciplinary nature of the negative political advertising research will remain the same.

The content analysis in this study also shows that in terms

of research methodology, experimental study takes a more active role. The majority of the studies were conducted by this approach. This approach helps researchers find the causal explanation between the variables. However, using only college students as the experiment subjects may cause some potential problems. The characteristics of college students are different from those of the viewers in a real campaign situation.

The core authors and core literatures are mainly from the field of communication. This indicates that the driving force for the research on negative political advertising is from within the field of communication studies itself. The studies of the negative political ads are heavily dependent on the development of the field itself. In other words, the intra-disciplinary influence is a major factor to determine the nature and the stage of the development of the research on negative political advertising. As a matter of fact, there are more than half of the total citations from within communication (see Table 1).

On the other hand, major journals cited for the research in this area are composed of ones from various disciplines. This reflects the inter-disciplinary impact on the studies of negative political advertising. This impact may not be as strong as what from within the field of communication studies, but it certainly

cannot be ignored. Particularly, as mentioned earlier, some future directions of the research in this area are, in some degree, based on the application of the theories from other disciplines, such as cognitive and emotional learning theories from psychology, and voting behavior theories from political science. However, only could those being proved over time to be well-supported findings and well-established theories from these disciplines be used by communication scholars in their studies. The longer citation age of the works from the above disciplines suggests this point.

The research on negative political advertising is a growing area. Compared to the early periods, the literatures related to this research topic from within communication increased significantly during 1984 to 1991 (see Table 7). The amount (size) of the literatures reflects the degree of scholars' involvement with the research on negative political advertising and their knowledge of the negative political ads. The short citation age for the literatures from communication also indicated the fast growing rate of this research area. The more the studies have been done, the more literatures are available. Scholars can have more choices to get updated research findings from others, and then the citation age became short.

However, the tendency to have a short citation age also indicates that in this growing area there are fewer or no dominant communication theory guiding the studies. Probably, the studies were still at their early stage on which scholars were constantly making their efforts to develop theories for the research in this area. Up to this point, there are still many challenging questions remaining.

Conclusion

The attempt of using a combination of citation analysis and content analysis to give a quantitative review of a research area is certainly on the early stage. This review surveys the empirical studies on negative political advertising, and the findings are encouraging. The studies of negative political advertising have become a unique research area in political communication. The works of scholars within communication and scholars from other disciplines have strong influence on the development of this research area. In addition to borrow the theories from other disciplines, communication scholars, as the driving force for the studies of negative political advertising, need to make a great effort to develop a theory or theories to guide the research.

Table 1

Distribution of the citations, by the disciplines

Disciplines	the number of citations
Communication	308
Political Science	110
Psychology	94
Business	55
other	29
Total	596

Table 2

Distribution of the citations, by the types of publication

Types of publications	The number of citations
Journal articles	334
Books or book chapters	209
Conference papers	27
other	26
Total	596

Table 3

Core authors in the studies of negative political advertising

Core authors' names	The number of citations received
Garramone, G. M.	42
Kaid, L. L.	25
Burgoon, M.	18
McGuire, W. J.	13
Merritt, S.	13
Pfau, M.	13
Stewart, C. J.	11
Reeves, B.	10
Surlin, S.	9
Bates, S.	8
Davidson, D. K.	8
Diamond, E.	8
Gordon, T.	8
Copeland, G. A.	7
Miller, M. D.	7
Patterson, T. E.	7
Sabato, L. J.	7
Sanders, K. R.	7
Thorson, E.	7

Table 4

Core literatures in the studies of negative political advertising

Titles for the core literatures	The number of citations received
New perspectives on political advertising	17 (L. L. Kaid, D. Nimmo, & K. R. Sanders eds. 1986)
Television and political advertising: Psychological processes	16 (F. Biocca ed. 1991)
Effects of negative political advertisng: The roles of sponsors and rebuttal	13 (Garramone, G. M., 1985. Journal of Broadcasting & Electronic Media, 29,147-159)
Negative political advertising: Some empirical findings	13 (Merritt, S., 1984. Journal of Advertising, 13, 27-38)
Voter responses to negative political ads	10 (Garramone, G. M., 1984. Journalism Quarterly, 61, 250-259)
How values affect attitudes toward direct reference political advertising	9 (Srulin, S. H.,& Gordon, T. F. 1977. Journalism Quarterly, 54, 89-98)
Voter perception of mudslinging in political communication	8 (Stewart, C. J. 1975. Central State Speech Journal, 26, 279-286)
Elements of videostyle: Candidate presentation through television advertisng	6 (Kaid, L. L. & Davidson, D. K. 1986. In New perspectives on political advertising, 184-209)
Political television commercials: An experimental study of type and length	6 (Kaid, L. L. & Sanders, K. R. 1978. Communication Research, 5, 57-70)
The rise of political consultants: New ways of winning elections	6 (Sabato, L. 1981.)
Issue versus image orientation and effects of political advertising	5 (Garramone, G. M. 1983. Communication Research, 10, 59-76)
30-second politics: Political advertising in the eighties	5 (Kern, M. 1989.)
The relationship between violations of expectations and the induction of resistance to persuasion	4 (Miller, M. D., & Burgoon, M. 1979. Human Communication Research, 5, 301-313)
Appeals and strategies of negative political advertising	4 (Roddy, B. L. & Garramone, G. M. 1988. Journal of Broadcasting & Electronic Media, 32,415-427)

Table 5

Major journals for the studies of negative political advertising

Titles of the publications	The number of citations from
Journalism Quarterly	33
Journal of Broadcasting & Electronic Media	28
Journal of Advertising	24
Human Communication Research	21
Communication Research	18
Journal of Personality and Social Psychology	18
Public Opinion Quarterly	15
Central State Speech Journal	10
Journal of Communication	10
American Journal of Political Science	9
American Political Science Review	7
Journal of Advertising Research	7
Journal of Applied Social Psychology	6
Psychology Review	6
Communication Quarterly	5
Journal of Consumer Research	5

Table 6

Distribution of the cited works, by the published year

YR	#	YR	#	YR	#
*	1	1966	7	1981	24
1935	2	1967	3	1982	23
1936	1	1968	4	1983	22
1948	1	1969	5	1984	51
1949	1	1970	6	1985	35
1951	3	1971	8	1986	43
1952	1	1972	11	1987	21
1954	2	1973	20	1988	27
1957	3	1974	17	1989	35
1960	4	1975	24	1990	19
1961	8	1976	19	1991	36
1962	3	1977	19	1992	11
1963	2	1978	28	1993	2
1964	3	1979	8		
1965	7	1980	26		

Table 7

Distribution of the citations in two periods, by the disciplines

	1972-1983	1984-1991
Communication	117	162
Political Science	63	35
Psychology	38	23
Business	13	36
Other	10	11
Chi-square test	**Chi-square=28.53**	***p<.001

Table 8

The citing age of the citations, by the disciplines

	Mean (year)	Median (year)	Mode (year)
Communication	8.3	6.5	2.0
Political Science	9.5	8.0	5.0
Psychology	16.4	14.5	7.0
Business	7.8	6.0	4.0

Appendix I

Citation Analysis of the Empirical Studies on Negative Political Advertising--Coding Sheet

Part I Citing Source

1. Coder: _____
2. Article number: _____
3. 1st Author's name: _____ _____ __
4. 2nd Author's name: _____ _____ __
5. 3rd Author's name: _____ _____ __
6. 4th Author's name: _____ _____ __
7. Publication year: ____
8. Title for the article: _____ ____ ____ __
9. Beginning page: _____
10. Type of the publication: _____
11. Title of the publication: _____ ____ ____ __
12. Discipline of the publication: _____
13. Number of the references: ____

With respect to the negative political ads:

14. Number of the hypotheses: ____
15. Number of the research questions: ____
16. Number of the hypotheses/supported: ____
17. Number of the hypotheses/non-supported: ____
18. Number of the hypotheses/part-supported: ____
19. Methodology used: _____
20. Status of the samples: _____
21. Number of the hypo/ques focusing on comparison of Ads: ____
22. Number of the hypo/ques focusing on campaign issues: ____
23. Number of the hypo/ques focusing on candidate's image: ____
24. Number of the hypo/ques focusing on Ads' sponsors: ____
25. Number of the hypo/ques focusing on Ads' structures: ____
26. Number of the hypo/ques focusing on viewers of Ads: ____

Appendix II

Citation Analysis of the Empirical Studies on Negative Political Advertising--Coding Sheet

Part II Cited Source

27. Coder: _____
28. Source article number: _____
29. Reference Number for the cited article: ____
30. 1st author's name of the cited article: ____ ___ __
31. 2nd author's name of the cited article: ____ ___ __
32. 3rd author's name of the cited article: ____ ___ __
33. Type of cited source: ____
34. Publication year: ____
35. Cited year: ____
36. Title for the cited article: _____ ____ ____ __
37. Title for the publication: _____ ____ ____ __
38. Discipline of the publication: ___
39. Cited source is self-citation: __

Twenty Selected Articles

Cappella, J. N., & Jamieson, K. H. (1994). Broadcast adwatch effects: A field experiment. Communication Research, 21, 342-365.

Cohen, J., & Davis, R. G. (1991). Third-person effects and the differential impact in negative political advertising. Journalism Quarterly, 68,680-688.

Garramone, G. M. (1984). Voter responses to negative political ads. Journalism Quarterly, 61, 250-259.

Garramone, G. M. (1985). Effects of negative political advertising: The roles of sponsor and rebuttal. Journal of Broadcasting & Electronic Media, 29, 147-159.

Garramone, G. M., Atkin, C. K., Pinkleton, B. E., & Cole, R. T. (1990). Effects of negative political advertising on the political process. Journal of Broadcasting & Electronic Media, 34, 299-311.

Garramone, G. M., & Smith, S. J. (1984). Reactions to political advertising: Clarifying sponsor effects. Journalism Quarterly, 61, 771-775.

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